

THE BOOK OF BEAUTY

CONTENTS

	PAGE		PAGE
Mrs. Siddons (Lawrence 1769-1830)	2	Introduction ...	3
Miss Fanny Kemble (Chappel 1809-93)	4	'' 'Hazeline' Snow'' ...	5
Miss Storr (Lawrence 1769-1830)	6	'Hazeline' Cream ...	7
Miss Ramus (Romney 1734-1802)	8	'Hazeline'	9
Mrs. Robinson (Gainsborough 1727-88)	11	'Vaporole' Aromatic Ammonia	10
Lady Arabella Ward (Romney 1734-1802)	13	'Borofax'	10
Mrs. Jordan (Hoppner 1758-1810)	15	'Opa'	12
		'Tabloid' Tea ...	12
		'Kepler' Malt Extract ...	14
		'Kepler' Cod Liver Oil with Malt Extract ...	14



Henry S. Wellcome: "The origin, British ownership"

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M^{rs} Siddons

Lawrence



THE BOOK OF BEAUTY

Beauty, truth and rarity
Grace in all simplicity
Here enclosed lie.

—*Shakespeare.*

THE beautiful women of fashion whose portraits adorn these pages belonged to that epoch of finished manners and charming costume which began in the eighteenth and lasted to the commencement of the nineteenth century.

The cult of female loveliness has inspired the art of all ages, but it was then illumined by a new spirit.

To the grace of form and outline which classic sculpture had carried to a point never surpassed, this British school of portrait painters added the cachet of intellectual distinction and the mysterious fascination of well-marked personality.

The faces which look out from the brilliant canvasses of Gainsborough, Romney, and their successors, are no impersonal symbols of eternal beauty, but living and breathing human beings, instinct with wit, intelligence and high breeding.

After a hundred years they still have power to weave a spell about the beholder as in the heyday of their triumphant youth.

The attraction of such pictures is quite different from, and far more intimate and appealing than, that which is furnished by the unstudied grace of peasant girl or artist's model, beautiful though these may be.

The chaste elegance, the soigné costume, the elaborate and careful toilet, speak of intellect, refinement and culture. These constitute the special charm of the gentlewoman, and one that she alone can attain.



Miss Fanny Kemble

Chappel

“‘HAZELINE’ SNOW”

(Trade Mark)

“‘HAZELINE’ SNOW,” the most refined of toilet preparations, is a delightful balm for dull or greasy complexions. It evokes all the natural beauty of the skin, even when it has become temporarily marred by ill health or by the strain of worry, excitement or fatigue.

In summer, it preserves the complexion from the harmful effects of the sun, preventing and removing excessive colour and imparting coolness and comfort when hot and perspiring.

In winter, “‘Hazeline’ Snow” keeps the skin soft and smooth in spite of exposure to frosty winds.

For the evening toilet its use is ideal and far superior, both on hygienic and æsthetic grounds, to powders which clog the pores and affect only the outer surface of the skin.

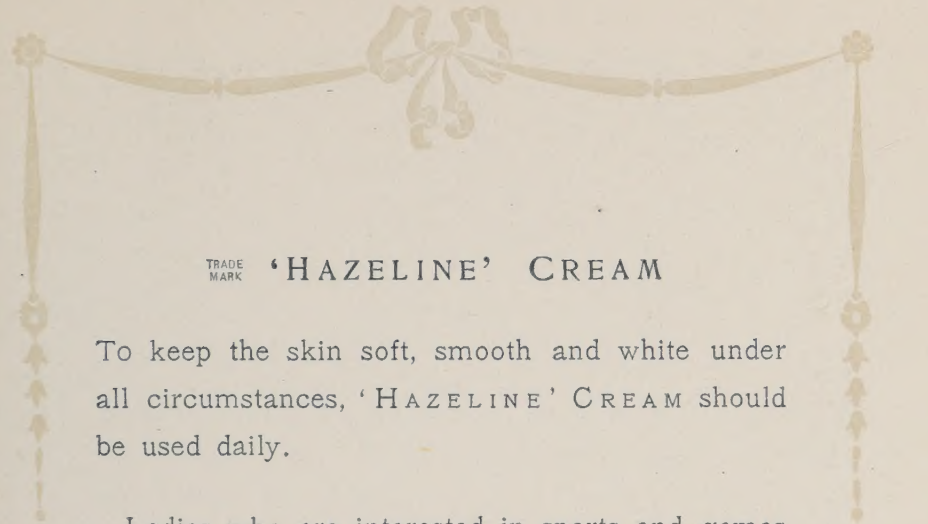
A particularly effective method of applying this excellent emollient is as follows: After washing, shake off the dripping water, and, before drying with a towel, apply to the still moist skin a small quantity of “‘Hazeline’ Snow.” Thus used, it glides over the surface very rapidly, and its effect is almost instantaneous and wonderfully lasting. It imparts to face, neck and arms the beauty of peerless health.

Supplied in glass pots by all Chemists



Miss Storr

Lawrence



TRADE
MARK

‘HAZELINE’ CREAM

To keep the skin soft, smooth and white under all circumstances, ‘HAZELINE’ CREAM should be used daily.

Ladies who are interested in sports and games or such manual hobbies as gardening, wood carving, etc., are notable for the beautiful form which reasonable use and exercise impart to the hands.

This special grace of a vigorous womanly beauty may be associated with the radiant whiteness and softness, so much admired, if due care be taken to remedy the effects of frequent washing and constant use.

‘Hazeline’ Cream is similar to the natural fat of the human skin. It feeds the surface upon which it is gently rubbed. Under its soothing and nourishing influence those parts of the skin which are rough, inflamed, and ready to break, resume their natural texture and become soft and elastic.

‘Hazeline’ Cream keeps indefinitely. The collapsible metal tubes are especially convenient when travelling, and should find a place in every lady’s toilet cabinet.

*Supplied in collapsible tubes of two sizes, and in glass pots,
by all Chemists*



Miss Ramus

Romney



TRADE
MARK 'HAZELINE' BRAND

HAMAMELIS VIRGINIANA

'HAZELINE' is a preparation of the volatile principles of *Hamamelis virginiana*, possessing healing and soothing properties of great value.

Any coarseness or roughness in the complexion is seen, upon close examination, to be due to small abrasions, sores, minute spots, and lapses of continuity in the outermost layer of the skin.

For such purposes, and in general as a first-aid anti-septic lotion, 'Hazeline' is of the greatest service.

It is non-poisonous, and, being water-white, does not discolour either the skin or the clothing.

By its astringent action, 'Hazeline' discourages the formation of wrinkles.

Supplied in bottles of two sizes by all Chemists

TRADE
MARK 'TABLOID' BRAND

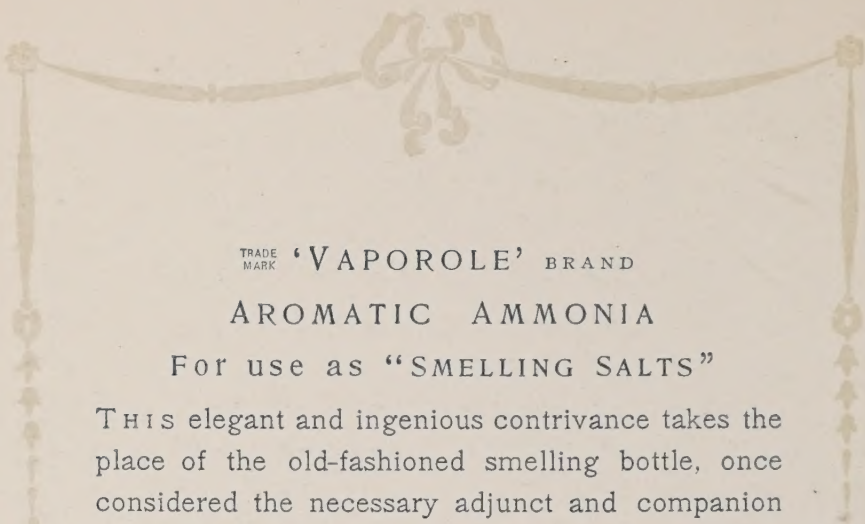
PLEATED COMPRESSED SANITARY TOWELS

Pleated Compressed Sanitary Towels were *originated and introduced* by Burroughs Wellcome & Co.

These towels are scientifically prepared from the finest materials. They are highly absorbent, and soft as down. Their use ensures perfect security, hygiene and comfort.

The small size of the 'TABLOID' S. T., a dozen of which fill a fraction only of the space occupied by the ordinary loose and bulky packages, renders them peculiarly suitable for travelling.

*Four sizes are issued: Nos. 1, 2, 3 and 4 (No. 4 being the largest)
Each size in cartons of one dozen towels.*



TRADE MARK 'VAPOROLE' BRAND

AROMATIC AMMONIA

For use as "SMELLING SALTS"

THIS elegant and ingenious contrivance takes the place of the old-fashioned smelling bottle, once considered the necessary adjunct and companion of a gentlewoman on all public occasions. The tiny silken sac enclosing its glass capsule occupies little room, and can be concealed in handkerchief or glove.

To be armed with one of these 'VAPOROLE' products, which can be utilised at any moment, adds to the feeling of confidence and security, and may often prove sufficient to avert an awkward fainting fit or to overcome a "crise des nerfs" in a crowded and heated assembly.

To the society woman who feels obliged to face some trying function in spite of fatigue, 'VAPOROLE' AROMATIC AMMONIA is invaluable.

Supplied in metal boxes containing twelve products, by all Chemists

TRADE MARK 'BOROFAX' BRAND

BORIC ACID OINTMENT

'BOROFAX' BORIC ACID OINTMENT is an antiseptic emollient and sedative preparation containing ten per cent. of boric acid. It is bland, non-poisonous, readily absorbed, and completely free from rancidity. Its convenient packing renders it suitable for travellers.

The antiseptic value of boric acid as a dressing for burns, scalds and abrasions is well known.

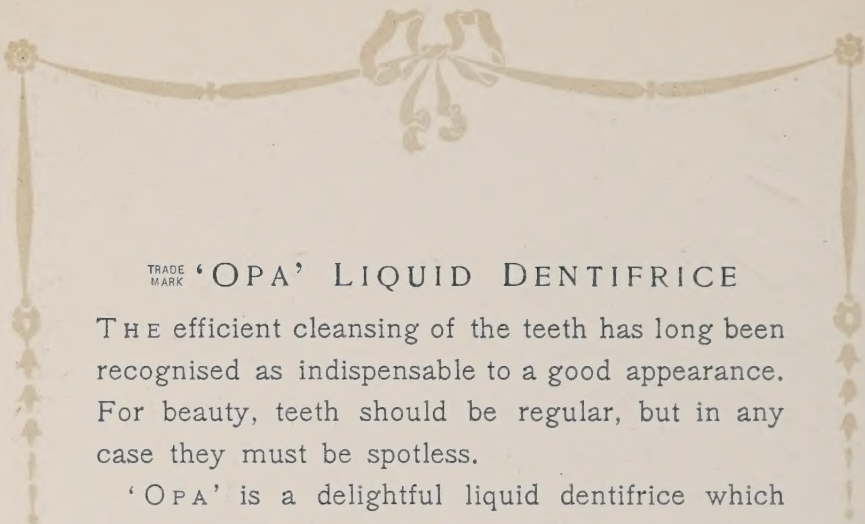
Supplied in collapsible tubes of two sizes by all Chemists



M^{rs} Robinson

Gainsborough

as "Perdita"



TRADE
MARK

‘OPA’ LIQUID DENTIFRICE

THE efficient cleansing of the teeth has long been recognised as indispensable to a good appearance. For beauty, teeth should be regular, but in any case they must be spotless.

‘OPA’ is a delightful liquid dentifrice which cleanses with scientific thoroughness and without the danger of destroying the enamel and exposing the tooth substance to decay by the excessive friction.

‘Opa’ destroys septic matter, arrests and prevents the action of fermentative germs in the mouth, and preserves and restores the natural whiteness of the enamel.

*In bottles of two sizes (with convenient sprinkler-corks)
Obtainable from all Chemists*

TRADE
MARK

‘TABLOID’ BRAND TEA

The favourite feminine beverage—tea, varies greatly in quality and flavour. To make sure of a really good cup, many ladies now provide themselves with ‘TABLOID’ TEA which presents marked advantages for ordinary use, and is almost essential when travelling.

‘Tabloid’ Tea is all pure leaf, the useful portions only being employed.

It yields a beverage which will satisfy the epicure. The delicate flavour and aroma of the leaf are held captive in the compressed products until the boiling water is poured upon them.

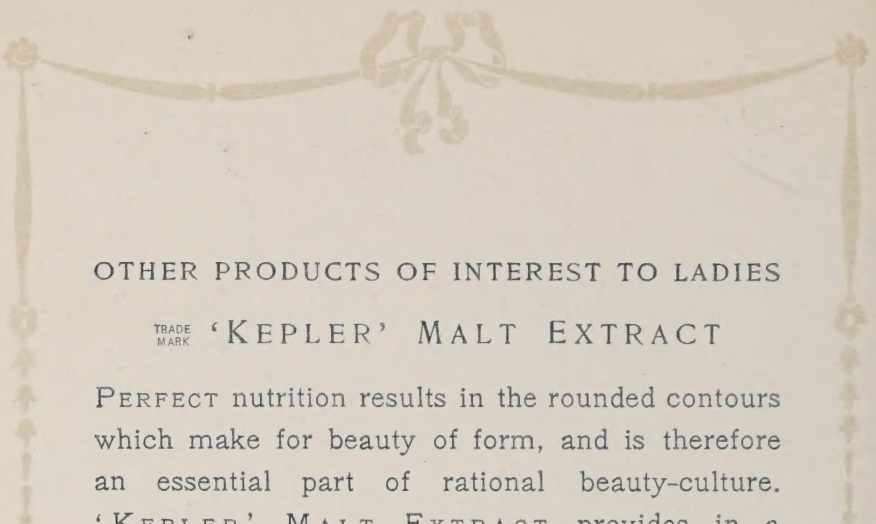
A unique blend of selected varieties is also issued as ‘TABLOID’ Brand TEA, *Special Blend*, affording an infusion distinguished by the richness of its “bouquet.”

In handsome enamelled metal cases of 100 and 200



Lady Arabella Ward

Tomney



OTHER PRODUCTS OF INTEREST TO LADIES

TRADE MARK 'KEPLER' MALT EXTRACT

PERFECT nutrition results in the rounded contours which make for beauty of form, and is therefore an essential part of rational beauty-culture. 'KEPLER' MALT EXTRACT provides in a concentrated, palatable, and digestible form the constituents for replacing waste tissue, and should be taken by all who are losing weight.

For mothers this preparation has a special interest, in that it provides the readiest and most economical means of obtaining humanised cow's milk for infants. The process is based upon scientific investigation and is quite simple. A booklet on the highly important subject of infant feeding will be sent gratis upon application.

Supplied in bottles of two sizes by all Chemists

'KEPLER' COD LIVER OIL WITH MALT EXTRACT

Presents the finest Cod Liver Oil intimately and permanently incorporated with 'Kepler' Malt Extract.

The food value of this highly-concentrated preparation is alone sufficient to render it of great value to all delicate persons. It is extremely palatable, and can be taken in summer and winter by persons of any age with great advantage.

'KEPLER' COD LIVER OIL WITH MALT EXTRACT is a body-builder and conservator of tissues.

Supplied in bottles of two sizes by all Chemists



M^{rs} Jordan

John Hoppner

"If the flower be sweet
'Tis worthy of thy care;
Fair is thy face, 'twere meet
To make it still more fair."

—*Anon.*

"Most radiant, exquisite
and unmatchable beauty!"

—*Twelfth Night.*